

# Not All Data Analysts Do the Same Thing



Here are 5 Analyst Roles You Should Know Before Choosing Your Career Path.

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# Business Analyst

## The Strategy Link

- Translates business problems into data questions
- Works closely with product, marketing & management teams
- Tools: Excel, PowerPoint, SQL

Best For: Problem-solvers who love understanding why something happens

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# Data Analyst

## The Insight Finder

- Cleans, analyzes, and visualizes data
- Builds dashboards and reports
- Tools: Excel, SQL, Power BI,

Tableau

Best For: People who enjoy storytelling with data

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# Marketing Analyst

## The Growth Detective

- Tracks campaign performance & user behavior
- Focuses on ROAS, CTR, funnel drop-offs
- Tools: Google Analytics, Excel, SQL, Meta Ads

**Best For:** Those who love numbers and creativity

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# Product Analyst

## The User Experience Whisperer

- **Analyzes feature usage, churn, retention**
- **Works with product managers to optimize UX**
- **Tools: Amplitude, SQL, A/B testing tools**

**Best For:** Curious minds who like user-centric thinking

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# Financial Analyst

## The Money Mapper

- Tracks revenue, costs, forecasting
- Builds financial models and supports decisions
- Tools: Excel, Power BI, SQL

**Best For:** Those who love money logic and forecasting

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# So... Which Analyst Role Fits YOU Best?

Still confused between roles?  
That's totally normal.  
Let's figure it out together.

**Drop a “Role” in the comments if you want help choosing the right path.**